# Pearson BTEC Sample Set Assignment Brief

## Single Part Assessment

## Unit 1 – Marketing Principles

For use with:

# Pearson BTEC International Level 3 qualifications in Marketing

### Certificate/ Subsidiary Diploma / Foundation Diploma/ Diploma / Extended Diploma

| | |
|---|---|
| **Advised hours** | 10-15 hours |

**For completion by the centre**

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| **Qualification (select as appropriate)** | Certificate/ Subsidiary Diploma/ Foundation Diploma/ Diploma / Extended Diploma |
| **Assessment date** | |

## Instructions to Teachers/Tutors and/or Invigilators

The Pearson Set Assignment will be assessed internally by the centre using the unit assessment criteria detailed in the qualification specification. The assignment will be sampled by the Standards Verifier as part of the standards verification annual centre visit.

### Conditions of supervision

The Pearson Set Assignment should be undertaken in conditions that assure the authenticity of outcome. This may require supervision.
We advise that the Pearson Set Assignment be completed in sessions that come to a total of nine hours. The Pearson Set Assignment should not be shared with learners prior to the start of the assessment period. Teachers/tutors are responsible for security of the Pearson Set Assignment and materials.

### Outcomes for submission

Learners should complete this Set Assignment on a computer using a business plan template sourced from a local bank (as long as this meets the necessary requirements of the business plan as outlined below), word processing, presentation and/or other software as appropriate. Learners must save their work regularly and ensure that all evidence can be authenticated as their own work.

Learners must submit their own, independent work as detailed in the Set Assignment. Each learner must complete an authentication sheet.

## Instructions to Learners

Read the Set Assignment carefully.

You will be asked to carry out specific activities using the information provided. You will be given a specific time period to complete the assignment.

At all times you must work independently and must not share your work with other learners. You must complete an authentication sheet and submit this along with your work.

## Set Assignment Information

*Organix Candles* is a medium-sized independent designer and manufacturer of luxury candles. As well as their website, Organix Candles has recently opened a retail outlet in the country's capital city. The organisation currently specialises in environmentally-friendly candles. These are handmade and they source their natural ingredients and their recycling packaging from their suppliers who are also ethical and environmentally friendly.

As part of its business strategy, it wants to run workshops that will allow customers to create their own candles, using natural ingredients and fragrances, giving them the opportunity to create a candle that will aid them in their daily life, for example to boost their energy or to help them sleep. In relation to the development of these workshops, the business plans to expand.

Their current retail outlet has a focus on tranquillity. Employees are well trained in the ingredients and the manufacturing process, as well as the ethical sourcing of the ingredients, the fragrances and the packaging. Customers can smell and touch the candles and learn about the natural ingredients and the handmade process of how they are created to meet different needs. They plan to recreate this ambience in their workshops.

The owners of Organix Candles need to develop a marketing strategy that will focus on one segment of the market. Their objectives are to attract more customers and increase the probability of them attending the workshop and making further purchases. There is a lack of brand image currently and this also needs addressing in the marketing strategy.

The business owner wants to stimulate demand for their candles and workshops and establish a strong brand presence.

## Set Assignment

You must complete ALL activities.

| ACTIVITY 1 |
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| As an introduction to your report on Organix Candles, you need to consider the role and importance of marketing to this business.<br><br>In your report, you need to include:<br>• The role marketing plays in helping Organix Candles to meet their objectives<br>• Why marketing is important to Organix Candles to help them with effective exchanges between their supplier organisations and customers.<br>• A consideration of all of the factors that affect Organix Candles' marketing, identifying which are the most important or relevant.<br>• A supported judgement on the role and importance of marketing to Organix Candles. |
| This activity covers learning aim A.<br>A.D1, A.M1, A.P1, A.P2 |

| ACTIVITY 2 |
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| The workshops that Organix Candles want to start offering to customers are free of charge and allows customers to design and personalise their own candles depending on each customer's individual lifestyle needs. Some customers may, for example, be struggling with lack of sleep whilst others may be struggling with anxiety and stress and therefore can create candles with appropriate natural ingredients to help and support their lifestyle. The customers attending the workshop then pay a premium price for the resulting personalised candles, which are "unique" to the customer.<br><br>You are required to independently investigate the market for candles in your chosen market – either national or international.<br><br>Your research should incorporate appropriate methods used in market research including primary and secondary data sources. You may wish to consider researching weekly/ monthly marketing journals, marketing and/ or advertising agency websites, business consultancies and more general business sources.<br><br>Your research should cover the following aspects of the candle market:<br>• Competitors<br>• Market size, share and structure<br>• Target market<br>• Trends<br>• External, internal, macro, micro influences |

- Comments on the appropriateness, validity and reliability of your research

Your research should also include:

- How and why the market can be segmented and targeted for the Organix Candles workshops and why these are important
- An explanation of consumer buyer behaviour for the candle workshops
- An examination of the relationship between the segmentation and targeting and the target customers' buyer behaviour
- A supported judgement using the outcomes of all of your research to consider the importance of segmentation and targeting and how these affect consumer buyer behaviour for Organix Candles.

This activity covers learning aims B and C.
*BC.D2, B.P3, B.P4, C.P5, C.P6, B.M2, C.M3*

| ACTIVITY 3 |
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| Based on your research and conclusions from Activity 2, you now need to develop a marketing strategy for Organix Candles, for the customer segment that you have identified and explain your reasons for your chosen strategy.<br><br>Your report must consider how the needs of the target segment have been met by including:<br>• A full and detailed marketing strategy including Product, Price, Place, Promotion, People, Process and Physical Evidence.<br>• A full and detailed justification, using your research, of each of your decisions for the marketing strategy<br>• A full and detailed consideration of how each of the Ps in the marketing strategy relate to each other to deliver a synergised and coordinated marketing mix |
| This activity covers learning aim D.<br>D.D3, D.M4, D.P7, D.P8 |
| The pitch should be recorded as evidence. The pitch could be pre-recorded before being presented to an audience. Evidence of feedback needs to be provided. |